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## Small-scale radio multiplex licence

### Application form – Part A (public)

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Name of applicant (i.e. the body corporate that will hold the licence):

Credible Focus Ltd

Multiplex licence area being applied for (note this must be a small-scale multiplex area currently being advertised by Ofcom):

Oldham & Rochdale Polygon

## 2. Extent of proposed coverage area

- 2.1 Provide a summary, fully consistent with the more detailed information about transmission sites supplied separately in Part B, of the coverage area proposed to be achieved by your technical plan. This should include a description of the target area you are seeking to serve within the advertised licence area, and also any areas you are aiming to serve outside the advertised licence area for this small-scale radio multiplex service. (You may refer to your coverage prediction in the response you provide):

Oldham and Rochdale are large, mainly industrial towns in Greater Manchester at the edge of the south Pennines. Whilst they are relatively close to the city of Manchester, they are the cornerstones of two fiercely independent metropolitan boroughs. Populations are large, rivalling those of many small cities; Oldham – 233,000 and Rochdale – 220,000.

Geographically, this is one of the most geographically diverse conurbations in England. The topography is famous for presenting challenges when it comes to broadcast coverage. Lying in the south-western foothills of the Pennines, the towns nestle in a natural amphitheatre created by hills to the east and the lower-lying suburbs of the city to the south and west. Further difficulties are presented by the abundance of valleys and steep hills east of Littleborough, Newhey, Shaw and Mossley out towards the sparsely populated communities of Delph, Diggle and Uppermill.

Conversely, the southern quartile of the polygon is densely populated by virtue of the cluster of large towns in Tameside borough, including Hyde, Ashton, Droylsden and Stalybridge, totalling in excess of 100,000 people.

Our proposition is founded on three principles:

1. Delivery of a reliable, consistent and high-quality DAB service to as much of the indoor population of Oldham and Rochdale (within Ofcom's defined Polygon area) as possible;
2. Working to the original DCMS/Ofcom objective to make DAB affordable for community radio, small independent commercial stations and start-up services.
3. Achieving the above within a sustainable, long-term business plan.

The undulating landscape and, in particular, the high elevation of both Oldham and Rochdale (213 and 137 meters respectively) works to our advantage by way of providing excellent locations for transmission. We are proposing a three-site SFN to deliver a robust DAB service across the key population centres within the polygon. We were also keen to ensure that the south of the polygon (parts of the borough of Tameside) will also be able to receive a reliable service, and propose a third site in Ashton to ensure robust coverage. The network covers a substantial 69.9% of the polygon at 63dBuV/m.

There is some overspill to the south of Tameside, and towards the city centre. However, the population estimate remains within Ofcom's 30% limit.

Coverage in the villages of Saddleworth, to the east of Oldham is likely to be patchy. However, our intention is to add a fourth transmitter location to cover these communities when it is financially prudent to do so.

2.2 Provide summary details of the sites required to achieve this coverage by completing the table below (add additional rows as required):

Site Name	NGR	Antenna height (m agl)	Antenna type proposed with bearing	New or existing antenna	ERP (W)
Rountree House	SD915045	55m	Directional 90deg ETN - Folded Dipole	New	65W
Ellison House	SJ932985	35m	Non Directional OMNI - Colinear	New	35W
Knowle Farm	SD848159	20m	Non Directional OMNI - Colinear	New	35W

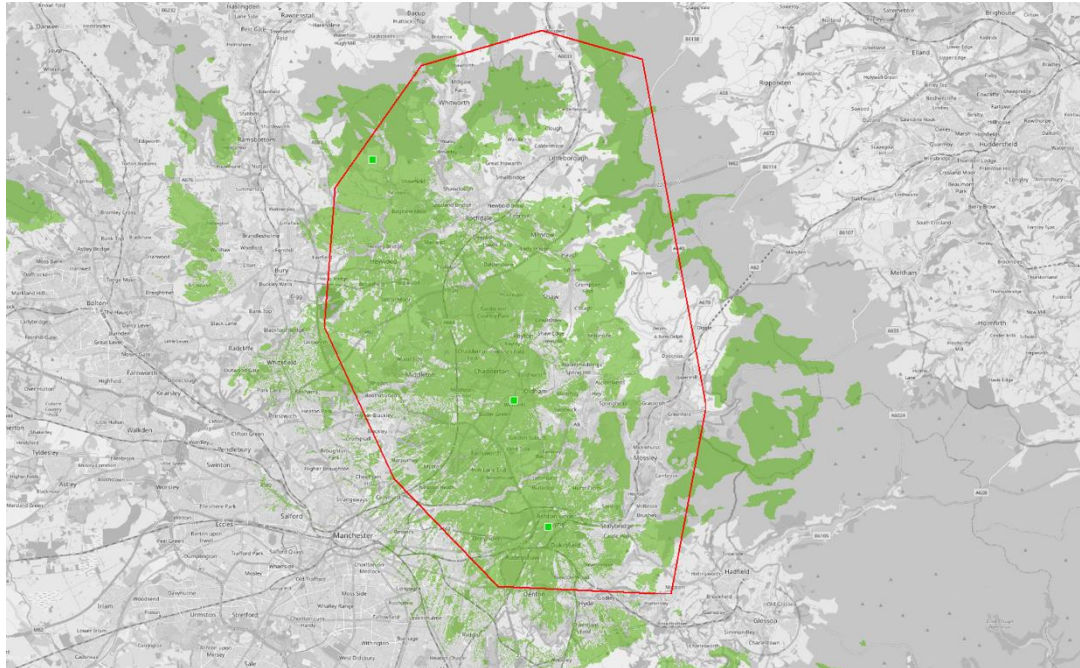
2.3 Please provide a coverage prediction map for the whole transmitter network you are proposing to build within 18 months if you are awarded a licence. The map should show the 63 dBµV/m field strength and the advertised small-scale DAB licence area contour. [Small-scale DAB licence areas in GIS format](#) are available on the Ofcom website.

A full coverage prediction map for the whole transmitter network is included in the Non-confidential Annex 1. It shows the 63 dBµV/m field strength (as well as the 54 dBµV/m and 38dBµV/m contours).

The ward-level tables indicate that at 63 dBµV/m field strength;

- the number of people falling outside the polygon does not exceed 30% of the total population within the advertised licence area; and
- the proposed coverage does not overlap more than 40% of the population within the relevant local radio multiplex service's licensed area.

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2.4 Please provide the following details of the prediction software used for your coverage assessments:

Provide the name and version of the prediction tool used.	ATDI HTZ Communications v22 6.9 x64
Detail the terrain model used by the software and its resolution.	DTM: Ordnance Survey terrain data – 50 metre resolution (DSM+DTM)
Detail the ground cover (clutter) data used by the software and its resolution.	Infoterra clutter data to 50m resolution
What propagation algorithm has been used?	Model pre-set – Fresnel <ul style="list-style-type: none"> <li>• Diffraction geometry – Deygout 94-2</li> <li>• Subpath attenuation – coarse integration</li> <li>• FZ fraction 0.8</li> <li>• Earth radius (sea and land) - 8,500km</li> </ul>
Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain	Power sum
If these predictions have not used Ofcom-provided population data, state what population data has been used and its source.	Ofcom-provided population data has been used along with that from the 2011 Census which is included within ATDI’s modelling software

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Have your predictions been generated by a commercial organisation? If so, by whom?	Coverage predictions have been generated by Viamux using HTZ Communications software from ADTI.
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## 3 Ability to establish the proposed service

### Applicant's details

3.1 Name of applicant (i.e. the body corporate that will hold the licence):

Credible Focus Ltd

3.2 Company registration number stated on Companies House (if applicable):

13342920

3.3 For UK registered companies, the address of the applicant's registered office stated on Companies House. For non-UK registered companies, the principal office address:

Sarah Moor Studios, Henshaw Street, Oldham, OL1 3EN

3.4 If a UK registered company, is the **current** Memorandum and Articles of Association document available on the Companies House website?

**Yes**

**If no, please submit the up to date document and indicate you have done so in the checklist in Section 7 of Part B of the application form.**

## Ownership and control of company which will hold the licence

### Details of officers

3.5 Please complete the following table, expanding it if necessary, to provide the following details for each director or designated member of the applicant (i.e. the body corporate that will hold the licence):

Full name of individual	Correspondence address <sup>1</sup>	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Matthew Ramsbottom (AKA Matt Ramsbottom)	Sarah Moor Studios, Henshaw Street, Oldham, OL1 3EN	UK	<b>Director:</b> Oldham FM Ltd <i>Broadcasting</i> <b>Director:</b>	<b>MD</b> Oldham FM Ltd

<sup>1</sup> This should be the same address as is held and published by Companies House.

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			<p>Oldham Chronicle Ltd <i>Publishing</i></p> <p><b>Director:</b></p> <p>Credible Media Ltd <i>Media</i></p> <p><b>Director:</b></p> <p>Bolton and Bury DAB Ltd <i>Media</i></p> <p><b>Director:</b></p> <p>Sound Kitchen Manchester Ltd <i>Hospitality</i></p>	
Usha Parmar	Sunrise House, 55 Leeds Road, Little Germany, Bradford, West Yorkshire, United Kingdom, BD1 5AF	UK	<p><b>Director:</b></p> <p>Bradford City Radio Ltd T/A Sunrise Radio (Yorkshire) <i>Broadcasting</i></p> <p><b>Director:</b></p> <p>Spice Entertainment Ltd <i>Hospitality</i></p> <p><b>Director:</b></p> <p>Infocus Digital Media Ltd <i>Media</i></p> <p><b>Director:</b></p> <p>Leeds Digital Media Ltd <i>Media</i></p> <p><b>Director:</b></p>	<p>CEO Bradford City Radio Ltd T/A Sunrise Radio (Yorkshire)</p>

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			<p>Bradford Digital Media Ltd <i>Media</i></p> <p><b>Director:</b> BBD Digital Ltd <i>Media</i></p> <p><b>Director:</b> Bolton and Bury DAB Ltd <i>Media</i></p> <p><b>Trustee:</b> Rishi's Vision <i>Charity</i></p> <p><b>Trustee:</b> Jai Maa Bhameshwari Kali Mandir <i>Charity</i></p>	
Kevin Bailey (AKA Kev Bailey)	Sarah Moor Studios, Henshaw Street, Oldham, OL1 3EN	UK	<p><b>Director:</b> Bolton and Bury DAB Ltd <i>Media</i></p>	Content Director Oldham FM Ltd
Rajan Parmar (AKA Raj Parmar)	Sunrise House, 55 Leeds Road, Little Germany, Bradford, West Yorkshire, United Kingdom, BD1 5AF	UK	<p><b>Director:</b> Bradford City Radio Ltd T/A Sunrise Radio (Yorkshire) <i>Broadcasting</i></p> <p><b>Director:</b> Spice Entertainment Ltd <i>Hospitality</i></p> <p><b>Director:</b> Infocus Digital Media Ltd</p>	Executive Director Bradford City Radio Ltd T/A Sunrise Radio (Yorkshire)



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			<p style="text-align: right;"><i>Media</i></p> <p><b>Director:</b> Leeds Digital Media Ltd</p> <p style="text-align: right;"><i>Media</i></p> <p><b>Director:</b> Bradford Digital Media Ltd</p> <p style="text-align: right;"><i>Media</i></p> <p><b>Director:</b> BBD Digital Ltd</p> <p style="text-align: right;"><i>Media</i></p> <p><b>Director:</b> Bolton and Bury DAB Ltd</p> <p style="text-align: right;"><i>Media</i></p> <p><b>Trustee:</b> Alan Foster Trust</p> <p style="text-align: right;"><i>Charity</i></p>	
Crescent Community Radio Ltd	1 Devon Street, Rochdale, OL11 1HN	UK	n/a	n/a
Oldham Community Broadcasting Ltd	40 Saffron Drive, Moorside, Oldham, OL4 2PU	UK	n/a	n/a
North Manchester FM CIC	The Centre, Harpurhey Neighbourhood Project, Carisbrook Street, Harpurhey, Manchester, M9 5UX	UK	n/a	n/a

Roch Valley Radio Ltd	Blue Pit Mill, Queensway, Rochdale, OL11 2YW	UK	n/a	n/a
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## Details of participants

3.6 Complete the table overleaf, expanding it if necessary, to list all bodies or individuals which hold or are beneficially entitled to shares, or who possess voting powers, in the applicant (i.e. the “participants”). If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

(If parts of this question are not applicable to the applicant – for example, because the applicant does not have shareholders – please respond “N/A” in the relevant parts of the table.)

Full name of participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Oldham FM Ltd	66	66	66%	66%
Infocus Digital Media Ltd	27	27	27%	27%
Crescent Community Radio Ltd	5	5	5%	5%
Oldham Community Broadcasting Ltd	2	2	2%	2%
Comments				
Oldham FM Ltd is owned by Matthew Ramsbottom (70%), Suresh Bawa (20%) and Kevin Bailey (10%)				
Infocus Digital Media Ltd is owned by Usha Parmar (50%) and Rajan Parmar (50%)				

## Details of relationships of control

3.7 Complete the following table, expanding it if necessary, to list any bodies corporate which are controlled by the applicant, any director of the applicant, any person/body corporate with control over the applicant, or any body corporate controlled by a person/body corporate controlling the applicant. Please include bodies corporate under joint control – i.e. which are controlled acting together in concert with third parties (e.g. because of a shareholder’s agreement):

(If this question is not applicable to the applicant please respond “N/A” in the table.)

Full name of body corporate	Address	Person/body controlling the entity (i.e. the applicant itself or its associate)
Oldham FM Ltd	Sarah Moor Studios, Henshaw Street, Oldham, OL1 3EN	Matthew Ramsbottom
Oldham Chronicle Ltd	Sarah Moor Studios, Henshaw Street, Oldham, OL1 3EN	Matthew Ramsbottom
Credible Media Ltd	Sarah Moor Studios, Henshaw Street, Oldham, OL1 3EN	Matthew Ramsbottom
Sound Kitchen Manchester Ltd	Sarah Moor Studios, Henshaw Street, Oldham, OL1 3EN	Matthew Ramsbottom
Bolton and Bury DAB Ltd	Sarah Moor Studios, Henshaw Street, Oldham, OL1 3EN	Oldham FM Ltd
Infocus Digital Media Ltd	Sunrise House, 55 Leeds Road, Little Germany, Bradford, England, BD1 5AF	Usha Parmar and Rajan Parmar
Spice Entertainment Ltd	Sunrise House, 55 Leeds Road, Little Germany, Bradford, England, BD1 5AF	Usha Parmar and Rajan Parmar
Bradford Digital Media Ltd	Sunrise House, 55 Leeds Road, Little Germany, Bradford, England, BD1 5AF	Infocus Digital Media Ltd
BBD Digital Ltd	140 East Parade, Bradford, England, BD1 5EE	Infocus Digital Media Ltd
Bradford City Radio Ltd	Sunrise House, 55 Leeds Road, Little Germany, Bradford, England, BD1 5AF	Usha Parmar

## Details of persons who control the applicant

3.8 Complete the table overleaf, expanding it if necessary, to list all persons/bodies corporate who control the applicant, or control any person/body corporate with control over the applicant.

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Please include persons or bodies that control the applicant (or body corporate with control over the applicant) jointly i.e. acting together in concert with third parties (e.g. because of a shareholder’s agreement). Please note that some of this information may repeat information provided above on shareholders and other participants in the applicant:

(If this question is not applicable to the applicant please respond “N/A” in the table.)

Full name of person/body corporate	Address	Person/body controlled by the entity (i.e. the applicant itself or its associate)
Oldham FM Ltd	Sarah Moor Studios, Henshaw Street, Oldham, OL1 3EN	Credible Focus Ltd Bolton and Bury DAB Ltd
Matthew Ramsbottom	Sarah Moor Studios, Henshaw Street, Oldham, OL1 3EN	Oldham FM Ltd

3.9 Complete the following table, expanding it if necessary, to list other bodies in which any individual listed in response to question 3.8 is a director or designated member:

(If this question is not applicable to the applicant please respond “N/A” in the table.)

Full name of individual	Name of body in which individual is a director or designated member
Matthew Ramsbottom	Oldham FM Ltd Oldham Chronicle Ltd Credible Media Ltd Sound Kitchen Manchester Ltd Bolton and Bury DAB Ltd

3.10 Complete the following table, expanding it if necessary, to list all bodies corporate which are controlled (including jointly controlled) by any body corporate listed in response to question 3.8:

(If this question is not applicable to the applicant please respond “N/A” in the table.)

Full name of body corporate listed in 3.8	Body corporate controlled
Oldham FM Ltd	Credible Focus Ltd

	Bolton and Bury DAB Ltd
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3.11 In relation to each body corporate identified in response to question 3.8, complete the table overleaf, expanding it if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, in the body corporate concerned (i.e. “participants”). You may, but are not required to, exclude from this table any bodies listed in response to question 3.8. If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

(If this question is not applicable to the applicant please respond “N/A” in the table.)

Name of body corporate identified in response to question 3.8				
Full name of participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Oldham FM Ltd	66	66	66%	66%
Comments				
Oldham FM Ltd is owned by Matthew Ramsbottom (70%), Suresh Bawa (20%) and Kevin Bailey (10%)				

### Involvement of the applicant in specified activities

3.12 Please state below whether the applicant, or any individual or body corporate identified in questions 3.5 to 3.11 is, or is involved in, any of the below, and the extent of that interest.

Activity/involvement	Yes or No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement
A local authority	No	
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	No	

A body whose objects are wholly or mainly of a religious nature; <sup>2</sup>	Yes	Usha Parmar is a Trustee of Rishi’s Vision (Charity) and a Trustee of Jai Maa Bhameshwari Kali Mandir (Charity) This information has been provided in order to be consistent with information provided in the Declaration for Sunrise Radio (Yorkshire) licence AL000037BA/2 (Bradford City Radio Ltd). Although both charities are founded through the work of religious bodies, we believe Ofcom will regard their objects as being neither of a ‘wholly or mainly’ religious nature.
An individual who is an officer of a body falling within (b) or (c);	No	
A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	No	
An advertising agency or an associate of an advertising agency	No	

## Details of applications, licences and sanctions

3.13 Please answer ‘yes’ or ‘no’ to the following questions about the applicant (i.e. the body corporate that will hold the licence):

(a) Is the applicant a current licensee of Ofcom?

**Yes / No** (delete as appropriate).

(b) Has the applicant ever held an Ofcom broadcasting licence before?

**Yes / No** (delete as appropriate).

(c) Has anyone involved in the proposed service held an Ofcom broadcasting licence or been involved in an Ofcom-licensed broadcast service before?

<sup>2</sup> Please refer to Sections 3 to 5 of Ofcom’s religious guidance note at: [https://www.ofcom.org.uk/data/assets/pdf\\_file/0028/88219/Guidance-for-religious-bodies.pdf](https://www.ofcom.org.uk/data/assets/pdf_file/0028/88219/Guidance-for-religious-bodies.pdf) for details on how we determine the eligibility of religious bodies to hold certain broadcasting licences.

**Yes / ~~No~~** (delete as appropriate).

(d) Does the applicant control an existing Ofcom licensee?

**Yes / No** (delete as appropriate).

(e) Is the applicant controlled by an existing licensee or by any person who is connected (within the meaning of Schedule 2 to the Broadcasting Act 1990) with an existing licensee (i.e. as a “participant”)?

**Yes / ~~No~~** (delete as appropriate).

(f) Has the applicant – or any person(s) controlling the applicant - made any other application to Ofcom (or its predecessor broadcast regulators – the Independent Television Commission and the Radio Authority) for any licence which has since been surrendered by the licensee or revoked by Ofcom (or one of its predecessor regulators)?

**Yes / No** (delete as appropriate).

(g) Has the applicant – or any person(s) controlling the applicant - made any other application to Ofcom (or its predecessor broadcast regulators – the Independent Television Commission and the Radio Authority) for any licence which has since been surrendered by the licensee or revoked by Ofcom (or one of its predecessor regulators)?

**Yes / No** (delete as appropriate).

(h) Is the applicant – or any person(s) controlling the applicant – subject to any current or pending investigation by any statutory regulatory or government body in the United Kingdom or abroad in respect of any broadcast-related matter?

**Yes / No** (delete as appropriate).

(i) Has the applicant – or any person(s) controlling the applicant – ever been subject to a statutory sanction for contravening a condition of a broadcasting licence in the UK or any other jurisdiction?

**Yes / ~~No~~** (delete as appropriate).

3.14 If the response to any of the questions (a) to (i) in 3.14 above is ‘yes’, please provide the details, expanding the table where necessary:

	Licence number(s) (if known)	Details
(a)	N/A	
(b)	N/A	
(c)	RSL  CR000026BA/3  CR000032BA/3	Roch Valley Radio, 1992, 1996, 1997, 1999  Crescent Community Radio Ltd since Sept 2006  Oldham Community Broadcasting Ltd since March 2007

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CR000165BA/4	North Manchester FM CIC since July 2009
RSL	Mela FM (RSL in Manchester) June 2001
AL000037BA/2	Bradford City Radio T/A Sunrise Radio (Yorkshire) 1989 to date
DP000061BA	Bradford City Radio T/A Sunrise Radio (Yorkshire) (Bradford & Huddersfield Multiplex) - 2004 - date
DP000061BA	Usha Parmar, Launch Director, Club Asia London Ltd 2002 – 2004
DP000061BA	Masti Radio (Bradford & Huddersfield Multiplex) 2004 – 2013
DP000061BA	Glasgow Small-scale Multiplex Trial service 2016 – 2020
DP000061BA	Manchester Small-scale Multiplex Trial service since May 2016
RSL	BurySound (Bury), 1993, 1994
RSL	Tower FM (Bolton/Bury), 1994, 1995
AL100192BA/2	Imagine FM 1994-2005, 2012-2018
AL100918BA/2	Tower FM, 1999-2007
AL000073BA/5	The Pulse, 2001-2003
AL000077BA/6	BRMB (Free Radio), 2006-2007
BBC000022WT/2	BBC Local Radio, 2007-2012
AL000061BA/5	Free Radio (Beacon Black Country, Wyvern FM and Beacon Shropshire), 2007-2012
AL000119BA/6	Revolution 96.2, 2014-2020
AL101134BA/2	Revolution 96.2, 2015-2020



	DP101091BA/1	Mom's Spaghetti, 2020 - present
(d)	N/A	
(e)	DP101091BA/1 DP101091BA/1	Revolution 96.2 from 2015 to Nov 2020 Mom's Spaghetti since Nov 2020
(f)	N/A	
(g)	N/A	
(h)	N/A	
(i)	AL101134BA/1	Oldham FM Ltd. Breaches of Licence Conditions 8(2)(a) and (b) (April 2014)  Previous Licensee had failed to log output. No action taken

3.15 Please provide any further information you hold, relating to the past conduct of the applicant or those individuals listed, in regulatory matters or in matters going to honesty and/or compliance, which may be relevant to Ofcom's consideration of whether or not the applicant is fit and proper to hold a broadcast licence. If the applicant or the form signatory fails without reasonable excuse at this point to declare any matter of which Ofcom subsequently becomes aware, and which we consider to be relevant to the applicant's eligibility to hold a licence, we will take it into account in determining the question of whether the applicant/licensee remains fit and proper to hold a licence.

If you have no information to provide, please respond "N/A".

n/a

3.16 Has the applicant – or any person(s) controlling the applicant – ever been convicted of an unlicensed broadcasting offence?

~~Yes~~ / No (delete as appropriate).

If yes, please provide the following details:

Full name	Date of conviction/action (dd/mm/yy)	Penalty
N/A		

## Financial and business plan

3.17 Please provide a high-level estimate of the costs you believe will be required to establish the multiplex service.

Credible Focus Limited will establish a successful multiplex operation by providing existing community and commercial broadcasters as well as new entrants with a reliable digital broadcast platform on both affordable and flexible terms. A spreadsheet that sets out detailed income & outgoings with a 36-month cash flow forecast is included in the **Non-Confidential Annex 3**.

### **Capital Investment - £50,000**

Our core ambition is to be able to offer service providers a low cost, easy to access, high quality digital broadcast platform and to ensure its long-term sustainability. To achieve this, the capital investment we are making has been carefully weighed to provide sufficient funds to meet the needs of establishing the platform and to ensure carriage fees are attractive and sustainable for service providers over the longer term. This principle has guided the number and choice of transmission sites – to keep both the capital and operational cost of transmission to a minimum.

The main capital investment is in the choice of multiplexing & transmission equipment. We have provisionally selected Viamux to provide the professional services (project management, site surveys, network design, configuration, installation and training) and the multiplexing/transmission equipment.

### **Operating Costs - £25,000 (per annum)**

#### **Transmission**

The costs associated with transmission (rental, rates, electrical power consumption, internet provision) are the single most important ongoing operating expenditure for a multiplex company. Our selection of transmission sites is a cost-effective choice that balances delivering the largest audience whilst ensuring carriage fees remain attractive to service providers.

#### **Technical Support & Maintenance**

Ongoing technical support for maintaining the multiplex and transmission equipment will be provided by Viamux (by way of an annual support & maintenance contract).

#### **Small-Scale DAB Management Software**

We will also subscribe to Optimux - or similar - a low-cost cloud-based control panel that simplifies the management and monitoring of a small-scale DAB networks. For a low-cost monthly fee, Optimux will allow us to implement cloud encoding - making it quick, easy and cheap to add new services to a multiplex. It can also provide us with invoicing and direct debit collection to streamline the payment of carriage fees. Optimux will also monitor the multiplex and immediately alert us to any issues and notify service providers regarding their audio.

**Administration**

The usual administration costs with operating a business of this size are included (insurance, legal and accountancy services) as is the annual Ofcom licence fee.

**VAT**

We expect for turnover to remain below the VAT registration threshold which will mean all carriage fees will be free from VAT. We expect many service providers will not be VAT registered and that an uplift of 20% would be a very real additional cost to them and a possible impediment to them participating in small-scale DAB.

**Funding**

The company will be funded through a combination of equity and primarily a shareholder working capital loan. Credible Focus Limited will establish a successful multiplex operation by providing existing community and commercial broadcasters as well as new entrants with a reliable digital broadcast platform on both affordable and flexible terms.

3.18 Please indicate how the costs outlined in 3.17 (above) will be met, under the following headings:

- a) Share capital  
**The Company will be capitalised at £100.**
- b) Loan stock  
**A working capital investment loan of £50,000 will be provided by the shareholders. We anticipate this loan being repaid within 3 years. Further funding is available, if required.**
- c) Leasing/HP facilities (capital value)  
**Not required**
- d) Bank overdraft  
**Not required**
- e) Grants and donations  
**Not required**
- f) Other (please specify)  
**n/a**

3.19 Expanding the table if necessary, please list the providers of the funding which will be used to establish the service, and the amount of funding that each will provide. For incorporated investing shareholders, please provide a copy of the most recent statutory accounts if they are not currently available on Companies House.

Name of shareholder or investor	Percentage of shares held (if applicable)	Amount of funding provided (£)
Oldham FM Ltd	66%	£33,000
Infocus Digital Media Ltd	27%	£13,500
Crescent Radio Ltd	5%	£2,500
Oldham Community Broadcasting Ltd	2%	£1,000

The latest statutory accounts are available for all the investors on Companies House.

3.20 All of the funding identified above should be confirmed. If any funding has not been confirmed, or if there are any pre-conditions before the funding is released which have not yet been met, provide an explanation of what needs to be done, the dates by which it needs to be carried out, and any steps the applicant needs to take to ensure the funding is confirmed and/or released.

All funding is confirmed.

## Relevant expertise and experience

3.21 Please provide details of who will be responsible for the day-to-day general management of the multiplex service (for example, dealing with programme service providers and contractual matters). Please also briefly state their previous relevant experience. (Note that any individuals or contractors who cannot be identified at this stage can instead be included in the confidential section (Part B) of the application form.)

The day-to-day management of the proposed multiplex will be led by key industry professionals with experience of technical, contractual and business management skills.

The team listed below has first-hand knowledge of the needs of service providers, as well as substantial broadcast and business experience.

However, the team will be supported, when necessary, by a network of specialists who are well positioned to advise, plan, implement and maintain systems. These specialists have long, successful working relationships with Company Directors.

Of the participants below, Oldham FM Ltd, Oldham Community Broadcasting Ltd, Crescent Radio, and Sunrise Radio jointly submitted – in two separate responses – EOIs for ssDAB in this area when these were invited by Ofcom in 2018.

#### **Oldham FM Ltd**

Both Matt Ramsbottom (*Managing Director*) and Kevin Bailey (*Content Director*) have substantial experience in both business and broadcasting. Matt is a former Managing Director at Orion Media, having previously worked in a senior role at The Wireless Group. He is an accomplished radio professional and entrepreneur with experience at working with clients at all levels. After a long career in presentation, Kevin has previously managed output at Tower FM and BBC Local Radio before moving to Oldham FM Ltd in 2014. The station revenue quadrupled during this period, before an asset sale to Bauer Radio in 2020. More recently, both directors **have** overseen the launch of the new “Mom’s Spaghetti” and “Madchester Radio” services, along with managing the **re-launch** of the local newspaper, The Oldham Evening Chronicle both online and in print.

The directors also work on large outdoor events, including contract management, artist liaison, strategy & planning, and logistics.

The team were one of the original service providers for the Manchester ssDAB multiplex, committing to the service before launch, and one of the few original services to remain on board throughout its tenure.

Both Kevin and Matt are comfortable working in business management at all levels, including their own business clients and local authorities, as well as engaging with larger radio groups, industry groups, community projects and regulatory bodies. They are both members of the Radio Academy.

#### **Infocus Digital Media Ltd (Digital arm of Sunrise Radio (Yorkshire))**

Usha and Raj Parmar currently spearhead the executive team at Sunrise Radio (Yorkshire) where as director/shareholders, they utilise on a daily basis a wide range of governance, compliance, broadcasting, general managerial and leadership skills.

These range from management and administration of sales contracts to overseeing programming and presenter direction, studio management, accounting, sponsorship and airtime sales, marketing, website design and maintenance, creative social media initiatives and - through other business they run – project, event, and logistics management.

#### **Oldham Community Broadcasting Ltd**

Phil Edmonds is a Community Media Technician, and Technical Director of Oldham Community Radio.

As a community radio pioneer, Phil brings over 20 years of technical and production experience to the Credible Focus team. He was involved in the fledgling community radio sector in the UK, having been part of the "access radio" pilots in the early 2000s. Phil has an understanding of the technical, regulatory and financial challenges of the community radio sector and is ideally placed to ensure the business is accessible for smaller licence holders, as well as on-line only services.

#### **Crescent Community Radio Ltd**

Faheem Chisti leads the team at Crescent Community Radio, which provides a community service for the Asian Muslim community of Rochdale. It is largely a talk-based service, offering a variety of Muslim lifestyle programming with music. It targets specific groups within the Asian Muslim community: the elderly, housebound and Asian women with young children.

A former teacher, education-specialist Faheem runs several successful businesses in the Rochdale area, including a number of nurseries. He joined the team at Crescent Radio in 2016.

#### **North Manchester FM CIC**


North Manchester FM are a community station based in Harpurhey, to the north of the city. Almost entirely volunteer-led, they broadcast to the most deprived areas in Manchester. They are uniquely positioned to highlight the challenges facing community projects on their journey to digital broadcasting.

North Manchester FM is supported by Manchester City Council, and Phil Edmonds (above) provides their technical advice and support.

**Roch Valley Radio Ltd**  
 Roch Valley Radio are an ambitious community group, with a long history in Rochdale and Bury. Original hospital broadcasts began in the late 70s, and broadcasts across Rochdale were trialed in the early 90s.

Director David Murphy has a background in IT and business systems, as well as a prolific involvement in the community and hospital radio sectors. David is ideally placed to reflect the ambitions and the difficulties of smaller stations wanting to make the transition to digital broadcasting

3.22 Please provide details of who will be carrying out the installation and on-going maintenance of your multiplexing / transmitter equipment (or the name of your proposed transmission and multiplex provider if you intend to use a third-party organisation for these services). Please also briefly state their previous relevant experience. (Note that any individuals or contractors who cannot be identified at this stage can instead be included in the confidential section (Part B) of the application form.)

Function	Responsible party	Previous experience
Installation of transmission equipment	<b>Viamux</b>	Viamux is a leading supplier of small-scale DAB solutions. It was established in 2017 by the Niocast Digital team - who have been operating the successful Trial Manchester small-scale multiplex for the past six years. Viamux have installed systems in the UK & Republic of Ireland. More info: <a href="http://www.viamux.com">www.viamux.com</a> 
Ongoing maintenance of the transmission equipment	<b>Viamux</b>	
Installation of the Multiplexing equipment	<b>Viamux</b>	
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	<b>Viamux</b>	

Note: Whilst the details above outline our preferred contractor, we expect demand for equipment and service to be extremely high following the licence awards. We may, therefore, choose to use alternative suppliers, or a mix of suppliers to ensure the multiplex is delivered on time and within Ofcom guidelines.

## Timetable for coverage roll-out

3.23 Please tell us how soon after licence award you expect your multiplex service to become operational and achieve the coverage you are proposing:

We intend to launch the multiplex in less than **9 months** from award of licence.

Upon award we will immediately advance negotiations regarding the proposed transmission site(s). Following the procedure set out in Ofcom's Technical Policy Guidance, we will also liaise with other radio multiplex licensees on any impact our proposed transmitters might have. Once completed, we will seek agreement from Ofcom for the proposed technical plan – mindful that the coverage proposed in our application is an award criterion and that any change will need to deliver broadly equivalent coverage.

We will send final site details to Ofcom for clearance and evidence of liaison and agreement with those other radio multiplex licensees. Given the time taken to co-ordinate services we recognise the importance getting the final transmitter plans to Ofcom as quickly as possible.

Our timeline then focuses on the following key stages:

- Building and installing the DAB multiplex and transmission chain;
- Finalising carriage agreements with the service providers;
- Commissioning and testing the transmitter equipment for compliance with Ofcom's Digital Radio Technical Code; and
- Providing Ofcom with evidence of compliance with the licence and the Digital Radio Technical Code

The availability of all equipment and services to meet our timescales has been confirmed

3.24 In addition, please provide, as an annex to be submitted with this application, an outline project plan with timeline (e.g. a Gantt chart or similar) showing the high level activities and tasks leading up to the launch of your multiplex service.

A GANTT chart (included in the Non-confidential Annex 2) sets out the precise, key stages in the implementation of the multiplex, together with the timeline.



## 4 Involvement of C-DSP providers; demand or support from programme providers

### About this section

Section 51(2)(ca) of the 1996 Act requires Ofcom to take into account the desirability of awarding a small-scale radio multiplex licence to a body corporate that is providing – or proposing to provide – a C-DSP service in the locality being advertised (or involving such a person as a participant in the licence-holding company).

Section 51(2)(f) of the 1996 Act requires Ofcom to take into account evidence that the applicant has support from providers interested in having their existing or planned programme services carried on the proposed multiplex.

Note that we do not require applicants to provide us with a full-line up of services they intend to provide, or details about the content of those services.

### Involvement of C-DSP providers

4.1 Is the applicant body proposing to provide its own C-DSP service on the multiplex?

~~YES~~/ NO (please delete accordingly)

4.2 If the answer to the above question is 'yes', please provide a name and brief details of this proposed service. If the service is already licensed by Ofcom, the licence number should be provided:

N/A

4.3 If the answer to the above question is 'no', please provide details of any participant in the applicant body that is proposing to provide a C-DSP service on the multiplex. In this context, a "participant" refers to a person who holds or is beneficially entitled to shares in the applicant or possesses voting power in the applicant. If the service is already licensed by Ofcom, the licence number should be provided. Please refer to the nature of the participation (e.g. shareholding or agreement in relation to voting power):

<p>Oldham Community Broadcasting Ltd                  Oldham Community Radio                  Licence Number: <b>CR000032BA/3</b>  <i>Director and a 2% Shareholder with voting rights</i></p> <p>Crescent Radio Ltd                  Crescent Radio                  Licence Number: <b>CR000026BA/3</b>  <i>Director and a 5% Shareholder with voting rights</i></p> <p>Although the following Radio Stations do not have shares in Credible Focus Ltd, they are appointed as Directors of the company and will play an important role in helping shape the company:                  North Manchester FM CIC (Licence Number: <b>CR000165BA/4</b>)                  Roch Valley Radio (Currently broadcasting online)</p>
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## Demand or support from programme providers

4.4 Please provide in the table below (expanding the table if necessary) the names of providers (or prospective providers) of community or local digital sound programme services who have expressed their demand or support for the provision of the proposed multiplex service in the area to be served by the multiplex service. For reasons of transparency, the response to this question must be answered below and should not be provided as a separate annex. The evidence of the demand or support, such as signed heads of terms or emails, should be provided as a confidential annex, and relate only to the specific multiplex being applied for.

Name of service provider and station name (if known)	Proposed C-DSP or DSP	Nature of evidence of support provided
Crescent Radio	C-DSP	Participant
Oldham Community Radio	C-DSP	Participant
Asian Radio Live	DSP	Signed Heads of Agreement
Asian Star Radio	DSP	Signed Heads of Agreement
Bengali Radio Live	DSP	Signed Heads of Agreement
Cosoro Radio	DSP	Signed Heads of Agreement
Disco Radio	DSP	Signed Heads of Agreement

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Gaydio	DSP	Signed Heads of Agreement
Love 80's	DSP	Signed Heads of Agreement
Love 90's	DSP	Signed Heads of Agreement
Madchester Radio	DSP	Signed Heads of Agreement
Marefa Radio	DSP	Signed Heads of Agreement
Mighty Radio	DSP	Signed Heads of Agreement
Mom's Spaghetti	DSP	Signed Heads of Agreement
North Manchester FM	C-DSP	Signed Heads of Agreement
Oldham College Radio	C-DSP	Signed Heads of Agreement
Pie Radio	DSP	Signed Heads of Agreement
R360 Radio	C-DSP	Signed Heads of Agreement
Roch Valley Radio	C-DSP	Signed Heads of Agreement
Saddleworth FM	C-DSP	Signed Heads of Agreement
Strawberry Radio	DSP	Signed Heads of Agreement
Sunrise Radio	DSP	Signed Heads of Agreement
Sunrise Radio Gold	DSP	Signed Heads of Agreement
Tameside Radio	C-DSP	Signed Heads of Agreement
The Edge	DSP	Signed Heads of Agreement
Zest	DSP	Signed Heads of Agreement
Retro Zest	DSP	Signed Heads of Agreement
45 Radio	DSP	Signed Expression of Interest
Leeds Dance Community Radio	DSP	Signed Expression of Interest
My Tameside	C-DSP	Signed Expression of Interest
The Groove	DSP	Signed Expression of Interest

In our line-up of service providers, Credible Focus has NINE C-DSPs (the reserve mandatory capacity is six) and twenty-two DSPs interested in taking carriage.

## 5 Fair and effective competition

### About this section

Section 51(2)(g) of the 1996 Act requires Ofcom to assess whether, in contracting or offering to contract with programme service providers, the applicant has acted in a manner calculated to ensure fair and effective competition in the provision of community and local digital sound programme services.

In assessing applications, we need to have confidence that the prospective small-scale radio multiplex licensee has approached a wide range of potential service providers. Negotiations that have taken place between the applicant and potential service providers need to have been demonstrably fair, and the terms of any contract for service provision must be fair and non-discriminatory.

Applicants should note there is one further question relating to fair and effective competition in Part B of the application form.

5.1 Please detail the measures that have already been taken, and will be taken before and during the licence period, to demonstrate that, in contracting or offering to contract with programme services providers, the applicant has acted in a manner calculated to ensure fair and effective competition in the provision of such services:

**Our values** - Credible Focus is conscious of its responsibility to ensure fair and effective competition, at all times. We believe that when competition works well, service providers are motivated to maximise audience share and are better able to secure funding on the basis of their service offering - its uniqueness, its audience and the value it delivers. Alongside established brands, competition delivers greater choice for listeners and a better outcome for the public. It also ensures the long-term sustainability of service providers. Constrained only by capacity, our small-scale DAB platform will remain accessible to new entrants – a place where innovative formats will be encouraged and nurtured, and smaller groups can take their first step onto a digital platform.

**Experience** - The participants in Credible Focus Limited bring together a track record of successfully establishing radio stations. Our approach will be to foster a healthy and vibrant radio landscape – not only embracing existing commercial and community stations but also new entrants, pop-ups and experimental concepts. Credible Focus Limited will deliver unprecedented choice for listeners in a carefully controlled, transparent way. Our ambition is to always ensure that our multiplex enriches the listener experience by complementing, rather than competing with, local and national ensembles.

**Leadership** - An award of this licence to Credible Focus Limited ensures that the multiplex is operated by a locally-led community-focused radio company supported by experienced individuals

who have successfully implemented and operated DAB multiplexes. All stakeholders are committed to small-scale DAB and have the financial stability to support that ambition. Our team is hugely experienced and well resourced, with significant practical digital radio expertise.

**Delivery** - Launching a small-scale DAB platform is a significant undertaking and we have been encouraged by the number of positive responses to our plans. We have openly discussed our transmission plans, carriage terms and indicative fees. Credible Focus Limited has engaged with potential service providers in an open, non-exclusive manner and will continue to do so throughout the duration of this licence. Each service provider will enter into a Carriage Agreement - the key terms of which are identical for all service providers. All fees charged will be pro-rata to capacity contracted by each service provider. This not only reflects our legislative duty not to discriminate on the grounds of age, gender, disability, race or nationality, religion, sex or sexual orientation but our approach also to fair competition by allowing directly competing radio services to take carriage on the multiplex.

All service providers have been quoted the same price subject to their respective type of service (C-DSP or DSP) and bitrate required. Our indicative fees are also displayed on our website at <https://oldhamrochdaledab.com/>

Press information has been published on the following platforms, giving details of the proposed service, as well as direct links to for potential service providers to express an interest:

- Radio Today
- Oldham Evening Chronicle
- Rochdale On-Line
- Sunrise Radio website

During this process, we contacted a total of **45** services, which included all the local Community stations, on-line radio stations, and RSL operators in the polygon and the surrounding areas. **31** of which have expressed an interest in being a service provider, with **27** having signed the heads of agreements. The wide variety of services on board is a testament to our fair and effective competition engagement thus far.

On award of licence, in the interest of fairness and transparency, we intend to formalise a written policy which will enable Credible Focus to ensure it continues to promote competitive dealings in selection of service providers which will not be economically driven.

Our final Rate Card will also be available on our website.

## 6 Declaration

### About this section

This form must be submitted by the body corporate which will hold the licence. The declaration must be certified by a company director or the company secretary, and covers all information provided by in the applicant in both Part A and Part B of the application form. The declaration must also be dated.

- a) I hereby apply to Ofcom for the grant of a licence for the small-scale radio multiplex licence described above and declare that the information given in this application form is, to the best of my knowledge and belief, correct.
- b) I further declare and warrant:
  - i) that the applicant is not a disqualified person within the meaning of that expression as defined in Part 2 of Schedule 2 to the Broadcasting Act 1990, as amended, or as a result of a disqualification order under section 145 of the Broadcasting Act 1996;
  - ii) that having made all reasonable enquiries neither the applicant nor any person controlling the applicant, as result of the grant to me of the licence, breach any requirement of Schedule 14 to the Communications Act 2003 with regard to the accumulation of interests in broadcasting services or to the restrictions on cross-media interests;
  - iii) that the applicant is not disqualified by virtue of the provisions of section 143 (5) of the Broadcasting Act 1996 in relation to political objects and the provisions of section 144 (3) of the Broadcasting Act 1996 in relation to the provision of false information or through the withholding of information with the intention of misleading Ofcom; and
  - iv) that no director or person concerned directly or indirectly in the management of the Licensee is the subject to a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996.
- c) I understand that Ofcom reserves the right to revoke the licence (if granted) if at any time any material statement made to Ofcom is found to be false and to have been by the applicant or any member or officer thereof knowing it to be false. I also understand that under sections 144 and 145 of the Broadcasting Act 1996, the provision of false information could incur a criminal conviction and a disqualification from the holding of a Broadcasting Act licence. I further certify that, to the best of my knowledge, any matters which might influence Ofcom's judgement as to whether the directors and substantial shareholders involved in this application are fit and proper persons to participate in a radio licence, have been made known to Ofcom.

Full name (BLOCK CAPITALS) of the person authorised to make the application of behalf of the applicant:

KEVIN BAILEY

Date of application:

30 August 2021

I am authorised to make this application on behalf of the applicant in my capacity as (delete as appropriate):

~~Company secretary~~ / Company director.

You now need to complete the confidential section (Part B) of the application form.